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PATENT

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ABSTRACT OF THE INVENTION

5 This invention relates to a system for user-  
interactive multimedia based point-of-preview. The  
apparatus has data storage for storage of discrete  
increments of information intended for subscriber  
selection and preview. After subscriber selection, a  
programmable data processor selects from storage and  
then transmits at least one discrete increment of  
information to a display means for subscriber review.  
10 Subscriber selection and profile data are collected  
and stored. The invention also provides for  
transmission of subscriber selection and subscriber  
profile data to a central database for collection and  
processing by the central processing unit. This  
15 system is used, in a particular embodiment, to  
preview audio programs on compact disks.